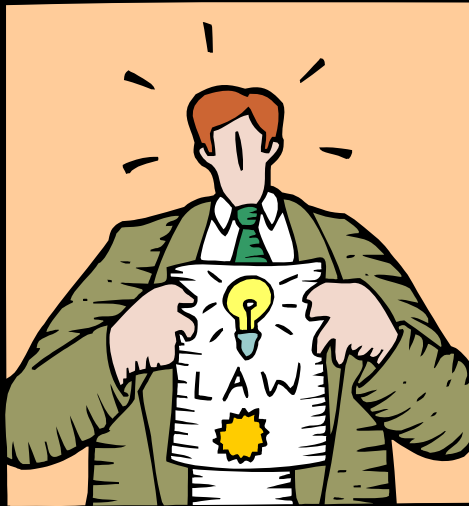


# The Tobacco Leaflet

Division of Tobacco Use Prevention and Control, Iowa Department of Public Health  
April 2010



## More FDA Regulations Take Effect in June

On June 22, 2009, the President signed the Family Smoking Prevention and Tobacco Control Act into law. The act grants the Food and Drug Administration (FDA) important new authority to regulate the manufacture, marketing and distribution of tobacco products to protect the public health generally and to reduce tobacco use by children and adolescents.

Many of the rules incorporated in this law did not take effect until a year after it was signed by the President. Here are a few of those rules:

- Retailers must examine photographic identification bearing the person's birth date to verify that any person purchasing cigarettes or smokeless tobacco is at least 18 years old. Verification is not required for purchasers who are over the age of 26.
- Free samples of smokeless tobacco may not be distributed to a sports team or entertainment group, or at any football, basketball, soccer, or hockey event;
- Mail-order redemption of coupons is prohibited and free samples of cigarettes or smokeless tobacco may not be distributed through the mail;
- Ads in teen magazines or similar publications may not use color, but rather must use black text on a white background.
- Manufacturers are prohibited from selling non-tobacco items, like T-shirts and novelty items, bearing a cigarette or smokeless tobacco brand-name, logo, or selling message;
- No items (other than cigarettes or smokeless tobacco) may be offered in exchange for credits, coupons, or proofs-of-purchase of cigarettes or smokeless tobacco products.
- Sponsorship of athletic, musical, artistic, or other social or cultural events in the brand name, logo, symbol, motto, selling message, recognizable pattern of colors, or any other indicia of product identification of cigarettes or smokeless tobacco is prohibited.

The Tobacco Division will be responsible for enforcement of these regulations in Iowa. For a full listing of the FDA regulations taking effect June 22, 2010 visit:

<http://www.fda.gov/TobaccoProducts/ProtectingKidsfromTobacco/RegsRestrictingSale/default.htm>

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## Otis Campbell's Loses Appeal

On March 31, 2010, the Iowa Eighth District Court affirmed the Alcoholic Beverage Division's decision to revoke the liquor license for Otis Campbell's Bar.

The 32-page decision addressed eight different challenges to the law. Among these were the claim that the legislature's findings concerning the harms caused by exposure to secondhand smoke were not scientifically proven. According to the judge:

*The Bar's contention that the legislatively relied upon "science" is more in the realm of antidotal information... would be laughable, if the dangers of second-hand smoke were not so grave.*

More on this decision is online at [http://iowaabd.com/all\\_news/sfaadecision](http://iowaabd.com/all_news/sfaadecision)

# Linn and Ringgold to Tackle Tobacco

Counties receive millions in stimulus funds to increase tobacco-free businesses and promote cessation

What would you do if the federal government suddenly gave you \$3,281,571? Pay off your student loans, treat yourself to a nice dinner, and then buy an island in the Caribbean? But what if that money was earmarked for health improvement?

If you are Linn and Ringgold Counties, you would lead a massive 24-month project to reduce the burden of tobacco-related illness in your community.

Before we get into details of the massive undertaking, let's take a step back.

In September 2009, the Centers for Disease Control and Prevention (CDC) announced that a grant called Communities Putting Prevention to Work (CPPW) would be offered that would fund large scale projects in urban and rural areas. Large city and county health departments could apply directly (i.e. New York, San Diego), but smaller cities/counties would have to apply through their state health department.

As no county in Iowa was big enough (according to CDC criteria) to apply directly, this meant that the Iowa Department of Public Health (IDPH) had to select counties to compete for awards at the national level. Since there were only 10 weeks from the time the award was announced to the time that a submitted application had to be at the CDC, IDPH decided only to open the application process to current Harkin Wellness Grant awardees since the scope of work in the CDC application was similar to the work of those grants.

On October 1, 2009 IDPH posted a Request for Information (RFI) to obtain information from those eligible local boards of health interested in collaborating with IDPH in submitting an application.

After reviewing applications and meeting six finalists, one urban and one rural

county were selected: Linn and Ringgold. The application had three goal areas that were all considered separately by the CDC: Nutrition, Physical Activity, and Tobacco. Linn and Ringgold Counties then finalized their plans with help of IDPH staff and then they were submitted to the CDC in November.

And then the months went by.

In early March, IDPH was notified that Linn and Ringgold's joint application had been selected solely for their tobacco proposal.

Linn County Public Health officials and community partners will use the grant to implement strategies to increase the number of Linn County businesses with 100 percent tobacco-free policies; inform local policy makers about evidence- and practice-based pricing and access initiatives; and provide tobacco cessation counseling, referral, and nicotine replacement therapy to Special Supplemental Nutrition Program for Women, Infants and Children (WIC) program clients.

Ringgold County will promote cessation services, reduce smoking in homes and vehicles, support the elimination of free tobacco sampling on the county fairgrounds property and supply nicotine replacement therapy to WIC clients.

Helping them will be Jerilyn Quigley from IDPH Tobacco Division.

"This is such a great opportunity for our state to work on tobacco control at a new level," said Quigley.

Linn County will receive roughly \$2.3 million and Ringgold County roughly \$600,000 over two years. The rest (\$380,000) will go to IDPH for grant-related expenses, such as staff time for technical assistance and reporting.



## Legislative Session Wrap-Up

While all eyes were turned to the budget this year, a number of bills impacting health were passed this year. Some of the legislation sent to the governor included a stroke registry, genetic testing, and more nutritional school meals.

The only regulation directly effecting tobacco was that tobacco permit holders only have to be checked once a year for compliance, rather than twice. However, those retailers who are cited for selling tobacco to minors will receive a follow-up check.

So what happened with the budget?

"The budget for the division in FY11 will be about 25% less than our budget at the beginning of FY10. While we are tightening our belts and doing more with less, it will still be necessary to scale back the budgets for nearly all of the division's programs," said Bonnie Mapes, Tobacco Division Director.

## Nicotine Dependence Workshops

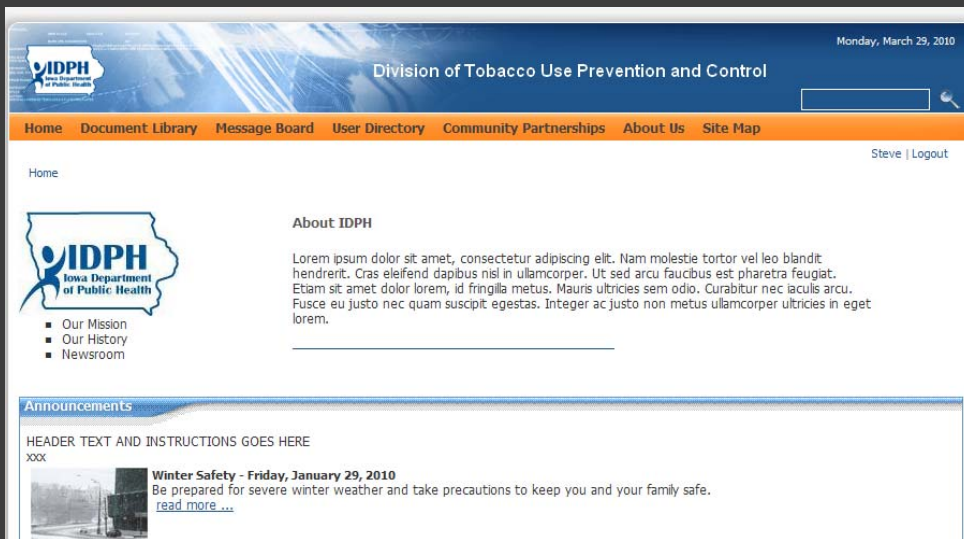
The Mayo Clinic Nicotine Dependence Center will hold three free workshops on providing treatment for nicotine dependence. The training sites are:

May 4 – Ottumwa Regional Medical Center

May 5 – Waterloo Center for the Arts

May 13 – Buena Vista Regional Medical Center (Storm Lake)

Registration is online at [www.trainingresources.org](http://www.trainingresources.org).



Above: Screen shot of the Iowa CoRE Web site, early in development

## Iowa CoRE website takes shape

In February, the Division of Tobacco Use Prevention and Control contracted with Infinite Computing Systems to create the Iowa Tobacco Communication and Reporting System (Iowa CoRE), an interactive web portal. The web portal will be password protected and be restricted to Division contractors and their local volunteers.

All users will have access to a directory of other users and contractors, shared calendar, document library and a message board. Contract coordinators will be able to upload documents to share in the library, post important events happening in their area or geared toward their specific population and will be able to network

through the discussion boards. Each community partnership and priority population network will have access to individual web space to post information about their partnerships, networks and coalitions. The Division anticipates the portal to be available on-line by July 1, 2010.

"This will allow our partnerships to share information and stay up-to-date with what is happening across the state," said Rob Semelroth, who is leading the project at the Tobacco Division.

The Tobacco Division will provide training on the new site once it goes live. Infinite Computing Systems is based in Cedar Rapids.

## IASOPHE Membership

Where do health educators go to get continuing education?

The Iowa Society of Public Health Educators (IASOPHE) is composed of professional health educators and health education students who reside in Iowa. Members are affiliated with a variety of public health settings including worksites, managed care, health care, schools, local and state health departments, and community-based organizations.

Services and programs offered by IASOPHE are designed to enhance skills and improve knowledge as well as promote career development and networking.

For more information visit their Web site [here](http://www.iasophe.org). Dues range from \$10-\$25.

## Perils of Lunch and Learn

The phrase "Lunch N' Learn"© is copyrighted by Employee Development Systems, Inc (EDS). However, "Lunch and Learn" can be used without paying a \$500 annual license fee to EDS.



## JEL Summit: Break The Connection

The 2010 *Break the Connection* JEL Summit will be held June 17-19, 2010, at Central College in Pella. The Summit is a chance for teens all over the state to join together to take action against Big Tobacco.

"This year's summit theme of *Break the Connection* was a spin-off of the media campaign *See the Connection*," said Garin Buttermore, JEL Coordinator. "The teens thought that the theme embodied how they needed to take the next step in battling back against Big Tobacco."

And why the change of venue?

"We have really enjoyed holding the summit at Simpson and Grinnell colleges the last two years, and we think that people will really love Central College too," said Buttermore. "But more importantly, Central gave us the lowest bid."



Above: Central College

At right: JEL summit poster





## 'Connection' receives its first awards

The latest advertising efforts by JEL have been recognized with 11 awards from the American Advertising Federation of Des Moines at the annual ADDY Show that was held February 20<sup>th</sup> in Des Moines. A wide variety of initiatives, from television commercials to street marketing and social media promotions, were recognized for strategic and creative excellence. JEL's work dominated the Public Service category, winning the most awards, including two of only three gold's that were bestowed. Winners were:

"Cycle" Television Spot – Gold Award  
2009 JEL Summit Collateral – Gold Award

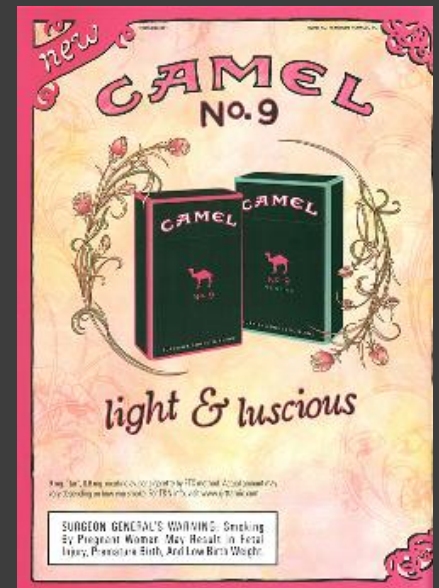
All award-winning work was developed by a collaboration of JEL youth and the Division of Tobacco Use Prevention and Control's advertising agency, ZLRIGNITION. JEL youth chose the "See the Connection" campaign for the strategic direction of JEL advertising in FY2010 and ZLRIGNITION produced the various executions, including the "Ritual" television commercial that featured JEL member, Audrey Benck.



*JEL Campaign's seven silver and two gold ADDY Awards*

## Camel No. 9 Campaign Appealed to Young Women

Despite industry claims it was aimed at adults, teens strongly effected Research published in the journal *Pediatrics* shows that print advertisements for Camel No. 9 cigarettes were very popular among 12 to 16 year old girls, despite restrictions on advertising to youth that were established by the Master Settlement Agreement in 1998. A cohort of 1,036 youth were followed over the course five years, completing five telephone surveys that included questions about the participants' favorite cigarette advertisement. Those who reported having a favorite cigarette ad at baseline were 50% more likely to have smoked by the final interview. After the start of the Camel No. 9 advertising campaign, the number of girls reporting a favorite ad increased by 10%, almost all of them reporting the Camel No. 9 ads as their favorites. Camel No. 9 ads were found in magazines such as *Vogue* and *Cosmopolitan*; giveaways such as lip balm, purses, and cell phone jewelry were also used to promote the product. R.J. Reynolds, the manufacturer of the cigarettes, claims that the ads were aimed at the adult fan base of the magazines. Read an [article](#) about the study, or read the study [abstract](#).



## Staff Updates

Rob Semelroth: Finished his Master of Public Health at Des Moines University in December but will participate in the commencement ceremony on May 29. Congratulations Rob!

Big Move: The Tobacco Division offices moved from the fourth floor of the Lucas Building to the first floor on April 2. All phone numbers and our mailing address remain the same. Why did we move? The short answer is that we were the right size for some space recently vacated by the Department of Management. Stop by and see the new offices next time you are in the area!

Upcoming Birthdays: Actually, just one. Joann Muldoon (the epidemiologist for the Tobacco Division) on May 16.

